

RESOLUTION NO. 20170126-040

WHEREAS, the City Council approved Resolution No. 20160303-019 (known as the “Austin Music and Creative Ecosystem Omnibus Resolution” or “Omnibus Resolution”); and

WHEREAS, following approval of the Omnibus Resolution, City staff analyzed the Resolution, consulted with stakeholders, and made recommendations to prioritize 10 areas of concern described in Omnibus Resolution. These areas include: affordable space; compatibility between entertainment venues and surrounding development (also known as “agent of change”); cultural tourism; entertainment licenses; incentives, tools, and loans; land use regulations; music genre development; permitting and licensing; professional development; and revenue development; and

WHEREAS, the approved fiscal year 2017 budget addressed service issues identified in the Omnibus Resolution and approved a total of \$475,000 to create an entertainment services group (\$200,000), to provide transitional funding for performing arts and creative affordable space needs (\$200,000), and to implement a revenue development program and platform (\$75,000); **NOW, THEREFORE,**

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

The City Council directs the City Manager to move forward with implementing staff's recommendations (funded during the fiscal year 2017 budget); and to provide Council a status report in 60 days.

BE IT FURTHER RESOLVED:

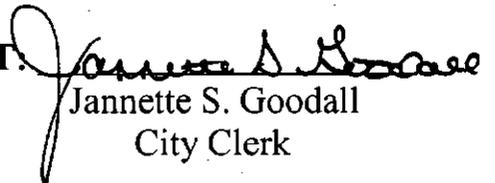
The City Council directs the City Manager to consider incorporating the program elements described in Attachment A to this Resolution.

BE IT FURTHER RESOLVED:

The City Council reiterates its support for the City Manager to create an entertainment services group within the Music and Entertainment Division of the Economic Development Department; and encourages the City Manager to implement the Nightlife Initiative using the resources provided in the fiscal year 2017 budget.

ADOPTED: January 26, 2017

ATTEST:


Jannette S. Goodall
City Clerk

ATTACHMENT A

1. Revenue Development Program

- Curriculum based on the “Indie Band Survival Guide” and “indieguid.com”, with the goal to reinvigorate and revitalize Austin’s commercial music industry and creative sector.
- Curriculum available in an online format.
- Non-governmental organizations (NGO) conduct community outreach, workshops, and other educational activity.
- Connect musicians to other local music services and sectors.

2. Performing Arts Venues/Art Spaces “Crisis” Funding Program

- Loans to renovate existing spaces into performing arts venues that meet minimum City Code requirements.
- Loans to preserve existing performing and creative arts spaces.
- Loans to support Women and Communities and Artists of Color.

3. Nightlife Initiative

- Professional development programming for venues that covers business education, sound equipment management, and crowd management techniques with the goal to improve the viability of music and creative industries.

- Improve relations between venues and neighbors with the goal to increase industry success while balancing quality of life for residents. Ways to improve relations may include community meetings, coordinated interdepartmental enforcement, and, if necessary, changes to City Code.
- Encourage late-night transportation alternatives to provide residents and visitors more opportunities to enjoy the City's music and creative industries; and to provide more options for industry employee parking and transportation.